



Date: March 12, 2007
To: Gerald R. Miller, City Manager
From: Katherine Parsons, Public Information Officer
For: Mayor and Members of the City Council
Subject: City Report For Week Ending March 9, 2007

This *City Report* highlights various activities for the week ending March 9. It is our hope that the *Focus on Results Long Beach* framework improves our ability to communicate information about the services we provide. Please feel free to contact my staff should you have any questions.

IN THE NEWS

FOCUS AREA: NEIGHBORHOODS AND HOUSING

Community Development, Redevelopment

The California Redevelopment Association's 2007 Annual Conference, recently held in Long Beach, was the largest in the history of the organization and the largest meeting of redevelopment professionals ever held in California. More than 1,000 attendees participated in the three-day event. The RDA provided two walking tours of downtown Long Beach, a bus tour of historic city sites and a neighborhood tour of Atlantic Avenue and North Long Beach. The RDA also premiered its new promotional video, which was introduced by Mayor Bob Foster at the opening session of the conference. The video highlights the work of the RDA and the positive impact redevelopment has had on Long Beach. Contact Mary_Nemick@longbeach.gov for more information.

FOCUS AREA: HEALTH AND HUMAN SERVICES

Health and Human Services

Nearly 300 public health and health care professionals attended the statewide biennial California Public Health Association conference held in Long Beach on March 8-9. The theme was renewing public health in California.

FOCUS AREA: CULTURE, EDUCATION, AND LEISURE

Community Development, Housing Services

Discover Girl Scouts, an exciting new 12-week pilot program for girls ages 5-17, will begin on **March 24** for residents of Northpointe, an affordable housing community in Long Beach. This unique program, a first-time ever collaboration of the Girl Scout Council of Greater Long Beach (GSCGLB) and the Housing Services Bureau, is designed to reach girls in underserved neighborhoods so that they can develop leadership skills, learn core Girl Scout values, and develop confidence in their own self-worth. In addition, residents and community members interested in becoming Girl Scout adult volunteers will be provided with the training necessary to secure the sustainability of the program. *Discover Girl Scouts* is just one example of how community partners can collaborate to create exciting, meaningful opportunities for Long Beach youth. Contact Laverne_Duncan@longbeach.gov for more information.

**Mark Your Calendars
UPCOMING EVENTS AND PROJECTS**

FOCUS AREA: LEADERSHIP, MANAGEMENT AND SUPPORT

Civil Service

The 2nd annual Civil Service Open House will be held from **March 13 – 14**, featuring valuable resources for City employees such as a Mini Information Fair, workshops, resume evaluations, and computerized typing tests. For more information, visit www.longbeach.gov/civilservice or call 570.6627.

FOCUS AREA: NEIGHBORHOODS AND HOUSING

Community Development, Housing Services

A ribbon cutting ceremony will be held for the Grand Re-Opening of the Cerritos Court Apartments located at 842-858 Cerritos Court on **March 15**, at 10:00 am. Thanks to the efforts of the Long Beach Housing Development Company, the Long Beach City Council, DECRO Long Beach L.P. and Charter Mac Capital Solutions, this ceremony will celebrate the completion of 23 refurbished apartments that will provide affordable rental housing to low-income families and seniors. For more information, call 570.3852.

FOCUS AREA: CULTURE, EDUCATION, AND LEISURE

City Manager

The City of Long Beach and the Arts Council for Long Beach present **Smithsonian Week 2007: SPEAKOLOGY . . . the art of words, tales, songs, & secrets**, from **March 10 – 16**. The weeklong celebration featuring school presentations, free community events, lectures, workshops, receptions and other activities will focus on sharing the wonders of the spoken word. Long Beach is the only city in the nation to be a Smithsonian Affiliate, presenting extraordinary arts experiences for Long Beach residents. Visit www.smithsonianweek.com for a complete listing of events. Advance reservations are required.

Library

Long Beach will celebrate the annual **Long Beach Reads One Book Week**, presented by the Long Beach Public Library Foundation, from **March 18 – 25**. Readers throughout Long Beach will discuss *The Greatest Generation*, Tom Brokaw's celebration of a generation that rose to meet the extraordinary challenges of World War II. World War II veterans will visit high school classrooms and neighborhood libraries will hold special events. The Library Foundation, the Long Beach Symphony and the Historical Society will host a free USO-style event aboard the Queen Mary on **March 25**. For more information, call 628.2441 or visit www.lbplfoundation.org.

Community Development, Neighborhood Services

Residents are invited to learn how to apply for grants during an Arts and Cultural Grants workshop on **March 26**, 6:00 pm, at the Neighborhood Resource Center, 425 Atlantic Avenue. The Arts Council for Long Beach is providing grants ranging from \$1,000 to \$8,000 to fund community-oriented arts and cultural programs, performances, festivals, individual artist's work and other project that benefit the community. Grant guidelines and application forms are available at www.artslb.org and the Neighborhood Resource Center. For more information, call 570.1010.

**Mark Your Calendars
UPCOMING EVENTS AND PROJECTS**

FOCUS AREA: ENVIRONMENT

Harbor

The Port of Long Beach is accepting public input through **March 14** on environmental studies that will examine a proposed container terminal project at Pier S on Terminal Island. Two public scoping hearings were held in February to gather public input on the project and will continue to accept written comments through March 14. Written comments can be addressed to 925 Harbor Plaza, Long Beach, CA, 90802. Further opportunities for public comment will also be available upon release of the draft EIR and before any decisions are made by the Board of Harbor Commissioners. More information on the proposed project is available at www.polb.com.

FOCUS AREA: COMMUNITY SAFETY

Police

The monthly Community Crime Prevention meeting, to be held on **Wednesday, March 21**, 7:00 p.m., at the Long Beach Water Department, 1800 East Wardlow Rd., will feature special guests from members of the Interval House Domestic Violence Crisis Shelter. Domestic violence is prevalent in all communities and is a dangerous cyclical behavior that can be avoided or at least reduced through proper education. The public is invited to attend. Call 570.7215 for more information.

FOCUS AREA: INFRASTRUCTURE AND TRANSPORTATION

Public Works, Street Maintenance

710 Freeway, south of Anaheim, to be CLOSED **Sunday, March 18**, 5:00 am - 2:00 pm
Public Works, Street Maintenance Division, with the assistance of other departments, will be conducting its annual clean up and beautification of the 710 Freeway on Downtown freeway exits this Sunday. Road repairs, sign replacement/repair, graffiti issues, re-striping of lanes, trees trimmed, homeless encampments, street sweeping, weed abatement, and street light pole issues will be addressed. The southbound 710 Freeway will be closed where it splits to go either downtown and to the Port. The northbound 710 will be closed on Shoreline at Chestnut.

Affected freeway on-ramps include:

Ocean Blvd. on-ramp, 3rd Street on-ramp, 7th street on-ramp, Downtown exit, 9th street on-ramp.

Affected freeway off-ramps include:

6th street off-ramp, 9th street off-ramp, Broadway off-ramp, Golden Shore off-ramp.

Electronic message boards will be placed on the southbound 710 Freeway north of Anaheim to advise drivers to use Anaheim east for downtown access. There will be another board advising drivers to turn right on Magnolia for downtown access. Contact Frank Ramirez, Public Works/Engineering Bureau, at Frank_Ramirez@longbeach.gov or 570.2711.

AWARDS AND SPECIAL RECOGNITION

FOCUS AREA: CULTURE, EDUCATION, AND LEISURE

Community Development, Neighborhood Services

An awards luncheon was recently held for ten fifth-grade students from Whittier Elementary School who wrote essays about Rosa Parks and Long Beach Police Chief Tony Batts in recognition of Black History Month. A LBTV Channel 8 camera crew filmed the event held at the Anaheim Street Community Police Center and hosted by the Anaheim Street Community Police Center Advisory Board. For more information, contact Bryant_Ben@longbeach.gov.

MORE WEEKLY HIGHLIGHTS

FOCUS AREA: BUSINESS AND ECONOMIC ASSISTANCE

Parks, Recreation and Marine, Special Events and Filming Bureau

Approximately 250 people attended the *Blue Café Sunday Show N Shine* car and motorcycle show on the Promenade on March 3.

A cast and crew of 22 filmed a TV production of *Dismissed Again* on the Belmont Veterans Memorial Pier on March 6.

A cast and crew of 30 filmed a TV production of *The Bachelor* at Parkers Lighthouse on March 7.

FOCUS AREA: BUSINESS AND ECONOMIC ASSISTANCE

Parks, Recreation and Marine, Special Events and Filming Bureau (continued)

A cast and crew of 140 filmed a TV production of *Mr. & Mrs. Smith* in Alamitos Bay Marina and on the Harbormaster's Dock on March 9.

FOCUS AREA: COMMUNITY SAFETY

Police

Citywide, police officers responded to 2,319 priority one, 5,406 priority two and 4,219 priority three calls for service, for a total of 11,944 for the month of February.

In an effort to improve customer satisfaction and impact crime and disorder, Directed Enforcement Teams, Gangs, and SWAT served 11 search warrants in the north division area. As a result, Detectives arrested two suspects and recovered three guns and narcotics.

Fire

The Department responded to a total of 923 emergency calls for service: 105 calls for fires involving 27 with structures. It also responded to 759 emergency medical calls; 526 requiring paramedics.

Community Development, Neighborhood Services

Area residents learned how emergency calls are handled, what laws and standards regulate the Communication Center operations and the method used to prioritize calls for service at an educational workshop about the City's Emergency Communication System held recently at the Anaheim Street Community Police Center. Communication Center staff answered questions posed by the residents. For more information, contact Bryant_Ben@longbeach.gov.

MORE WEEKLY HIGHLIGHTS

FOCUS AREA: CULTURE, EDUCATION, AND LEISURE

Parks, Recreation and Marine, Community Recreation Programs Bureau

Approximately 175 players, family members, and friends attended a Youth Sports banquet at Wardlow Park.

Approximately 1,800 athletes and spectators attended the *Short Course Junior Olympics Championship* at the Belmont Plaza Pool.

FOCUS AREA: ENVIRONMENT

Community Development, Neighborhood Services

Forty-six volunteers and staff picked up more than nine tons of trash, debris, and other large items from the surrounding streets and alleys of 6900 Muriel Avenue in North Long Beach at a neighborhood cleanup on March 3. For more information, contact Chantara_Nop@longbeach.gov.

FOCUS AREA: NEIGHBORHOODS AND HOUSING

Community Development, Neighborhood Services & Redevelopment

The newest North Long Beach Redevelopment Neighborhood Enhancement Area (NEA), McKinley School, opened February 1. Residential property owners around the McKinley School area are eligible to apply for up to \$2,000 reimbursements for exterior front property improvements through the Home Improvement Rebate Program, up to \$300 in vouchers for deadbolt lock installation, and up to \$500 for exterior lighting installation through the Home Security Lock and Home Security Lighting Programs. McKinley School NEA boundaries are 70th Street to Market Street between the Union Pacific railroad tracks and Obispo Avenue. The program is available until August 1. For more information, contact Kathleen_McCleary@longbeach.gov.

The Bret Harte School NEA closed on March 1 and reimbursements to residential property owners are projected to exceed \$100,000. Since March 2000, the Neighborhood Services Bureau has coordinated the reimbursement of \$3.3 million of Redevelopment Agency funds to over 1,639 North Long Beach residential property owners. For more information, contact Kathleen_McCleary@longbeach.gov.

Community Development, Housing Services & Redevelopment

Last week the Redevelopment Agency (RDA) and the City Council approved the conveyance of properties on the west side of Atlantic Avenue between 20th and Hill streets from the RDA to the Long Beach Housing Development Company (LBHDC). The LBHDC selected Brookfield Homes to develop 48 attached townhomes on the site that will be sold to moderate-income first-time homebuyers. The development will include 2-, 3-, and 4-bedroom units in several courtyard style buildings. Construction will likely begin in 2008.

FOCUS AREA: INFRASTRUCTURE AND TRANSPORTATION

Parks, Recreation and Marine, Maintenance Operations Bureau

Staff removed murals from the building at Orizaba Park, in preparation for the demolition of the building. The murals will be stored in the Department's warehouse.

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MORE WEEKLY HIGHLIGHTS

FOCUS AREA: INFRASTRUCTURE AND TRANSPORTATION (continued)

Street Construction Report

Long Beach Gas and Oil, Replace Gas Mains & Services

Contact: 570.2060

Throughout Treasure Island

Estimated completion: Mid March

Long Beach Gas and Oil, Install Gas Mains & Services

Contact: 570.2060

Belmont Shore

Livingston Dr. and Second St.

Estimated Completion: Early June

Water Department, Division Street Sanitary Sewer Improvements Project

Contact: 570.2329

2nd Street Bridge

One lane (#3) 24-hour closure

Estimated completion: Late March

Water Department, Division Street Sanitary Sewer Improvements Project

Contact: 570.2329

Division St.

From Bennett Ave. to Ximeno Ave.

Division St.

From Bennett Ave. to Bayshore Ave.

Estimated completion: Late March

Water Department, Cast Iron Main Replacement Project

Contact: 570.2323

Artesia Blvd.

Between Atlantic Ave. and Cherry Ave.

Estimated completion: May 2007

Water Department, Recycled Water Conversion of Bluff Park, Bixby Park, and Stearns Park

Contact: 570-2326

Ocean Blvd.

From Molino Ave. to Junipero Ave.

Junipero Blvd.

From Ocean Blvd. to First St.

Estimated completion: July 2007

FOCUS AREA: UTILITIES

Long Beach Gas & Oil, Gas Services Bureau

From February 26 through March 4, staff completed a total of 3,421 service calls. This total included 1,084 Gas and Water Utility Turn On and 828 Turn Off services. During this period, 1,032 Customer Service Orders were completed for services that included lighting pilots, adjusting and inspecting appliances, completing fumigation orders, and verifying read orders. A total of 316 meter maintenance and billing-related orders were completed. In addition, Gas Control/Dispatch (24/7 operation) received 452 emergency phone calls that resulted in 161 emergency orders being sent out.

GRM: KP: arc

cc:

Christine Shippey, Assistant City Manager
Reginald Harrison, Deputy City Manager
Suzanne Mason, Deputy City Manager
City Manager Department Heads
Tom Modica, Government Affairs Manager
Jyl Marden, Assistant to the City Manager